2.3 - Identify Stakeholders, their Requirements and how to communicate with them (this can be done in phases).

Stakeholder is anyone who will work on the team or be affected by the scope of the project or its outcomes. Customer segments, library departments, public service staff, the general public, the Board of Trustees, and the media are all examples of stakeholders.

When gathering their requirements for the project, you'll need to talk to each one to ensure you are taking into account their needs with regard to this project or outcome. You might not be able to fulfill their requirements -- if they are outside the scope of the project, they are exclusions. But try to keep all key players' needs in the forefront when designing the project and the work.

If there are conflicting requirements, the Champion can help you prioritize and clarify with stakeholders.

Be sure to include:
- Champion
- Eventual owner of the product or service
- Staff and/or departments affected by the outcome
- Specific customer demographic
- Staff and/or departments needed as SMEs or team members
- Team members

Apple's Business Ecosystem
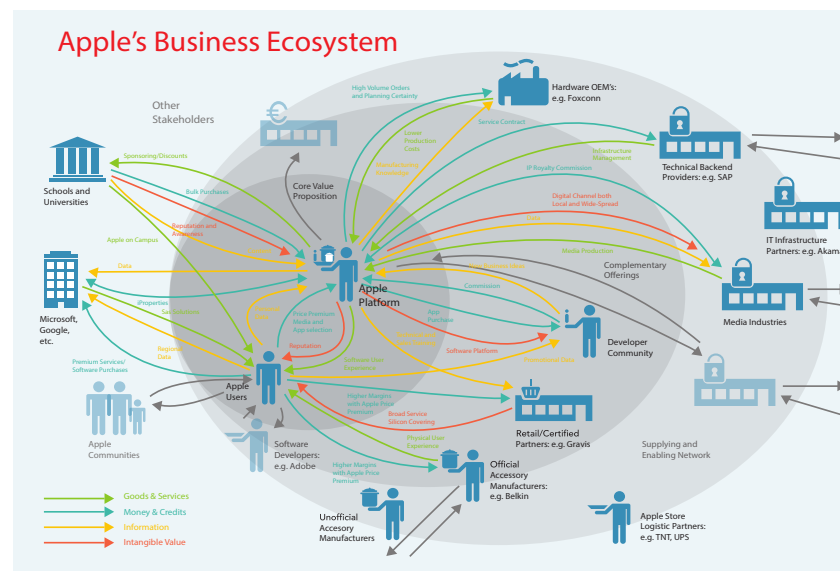
Service Design Tip:
Use an Ecosystem exercise to determine your stakeholders.